

Name _____

Period _____

Preparing for the Sale Chapter 12 Sec 1 – What is Selling?

Selling

◆ _____ Selling – any form of _____ between a salesperson and a customer

◆ _____ Selling – customers come to the store

◆ _____ Selling – takes place in a manufacturer's or wholesaler's showroom or a customer's _____

◆ _____ – selling over the telephone

National _____, established by the FTC in 2003

Goals of Selling

◆ _____ make satisfying buying decisions, which create ongoing, profitable relationships between buyer and seller.

◆ _____ business is crucial to the success of any company

Consultative Selling

◆ Providing _____ by finding products that meet their needs.

◆ Example: _____

Feature-Benefit Selling – customers don't buy products – _____

Product Features

◆ May be basic, _____, or extended _____

◆ The most basic feature is the product's _____

◆ Additional features _____ to the product

Obvious Feature

Customer Benefits

◆ The _____ or personal satisfaction a customer will get from a good or service

◆Benefits become _____

◆How does the feature _____ the product's performance?

◆How does the performance information give the customer a personal
_____?

Obvious Benefit

Unique or Exclusive Benefits

Our cars are _____, we guarantee you won't be crushed in a crash
from the side.

Feature Benefit Chart -- _____

Choose an item and list at least five features and benefits.

Features

Benefits

Customer Buying Motives

◆What _____ the customer to buy?

◆_____ Motive – a conscious, _____ reason for a purchase

◆_____ Motive – _____ such as social approval,
recognition, power, love, or prestige

Customer Decision Making

◆_____ Decision Making – used when there has been
_____ previous experience with the item

–_____ items

–Very _____

– _____ to the customer

◆ _____ Decision Making – when a person buys goods and services that he or she has _____

– _____ degree of risk

– Person needs _____ before buying the product

◆ _____ Decision Making – person needs little information about a product

– _____ degree of _____

– _____ perceived risk